



GANYC Apple Awards

FOR
DUMMIES[®]

ON MARCH 2ND, 2015, THE GUIDES ASSOCIATION OF NEW YORK CITY BEGAN HOSTING ITS ANNUAL GANYC APPLE AWARDS TO HONOR THE PEOPLE, PLACES AND THINGS THAT MAKE OUR CITY THE BEST ONE TO SHOW OFF TO THE MANY TOURISTS WHO COME THROUGH OUR GATES EACH YEAR. WE RELY ON MANY TO PUT THIS EVENT TOGETHER, AND WANTED TO LAY OUT ALL THE INFORMATION FOR OUR MEMBERS AND FANS IN ONE DOCUMENT.

WHEN ARE THE NEXT GANYC APPLE AWARDS?

THE 4TH ANNUAL GANYC APPLE AWARDS WILL BE HELD ON MONDAY, MARCH 12TH, 2018

WHERE ARE THEY?

THE 4TH ANNUAL GANYC APPLE AWARDS WILL BE HELD AT THE SVA THEATER,
333 W 23RD STREET, NEW YORK, NY 10011

WHAT ARE THE AWARDS?

THE AWARDS CELEBRATE THOSE WHO MAKE NEW YORK CITY GREAT!

WE GIVE OUT AWARDS IN 11 CATEGORIES AND BESTOW A GUIDING SPIRIT AND LIFETIME ACHIEVEMENT AWARD TO INDIVIDUALS WHO'VE SHOWN EXCEPTIONAL COMMITMENT TO IMPROVING OUR CITY AND OUR EXPERIENCE AS TOUR GUIDES.

WHAT ARE THE AWARDS CATEGORIES?

1. OUTSTANDING ACHIEVEMENT IN SUPPORT OF NEW YORK CITY CULTURE
2. OUTSTANDING ACHIEVEMENT IN SUPPORT OF NEW YORK CITY TOURISM
3. OUTSTANDING ACHIEVEMENT IN SUPPORT OF NEW YORK CITY PRESERVATION
4. OUTSTANDING NEW YORK CITY WEBSITE
5. OUTSTANDING ACHIEVEMENT IN RADIO PROGRAM/PODCASTS (AUDIO/SPOKEN WORD)
6. OUTSTANDING ACHIEVEMENT IN NEW YORK CITY FOOD (FOCUSING ON ANNIVERSARIES AND SPECIAL ACCOMPLISHMENTS)
7. OUTSTANDING ACHIEVEMENT IN NON-FICTION BOOK WRITING (PUBLISHED OCTOBER 1, 2016– SEPTEMBER 30, 2017)
8. OUTSTANDING ACHIEVEMENT IN FICTION BOOK WRITING (PUBLISHED OCTOBER 1, 2016 - SEPTEMBER 30, 2017)
9. OUTSTANDING ACHIEVEMENT IN ESSAY/ARTICLE/SERIES WRITING (PUBLISHED OCTOBER 1, 2016 – SEPTEMBER 30, 2017)
10. OUTSTANDING ACHIEVEMENT IN NEW YORK CITY MUSEUM EXHIBITIONS (OCTOBER 1, 2016 – SEPTEMBER 30, 2017)
11. OUTSTANDING ACHIEVEMENT IN NEW YORK CITY PHOTOGRAPHY (SINGULAR IMAGE, PUBLISHED OCTOBER 1, 2016 - SEPTEMBER 30, 2017)

HOW DO NOMINATIONS WORK?

SUGGESTIONS FOR NOMINATIONS ARE OPEN ONLINE, BEGINNING OCTOBER 1ST, 2017. THEY ARE OPEN TO ALL GANYC MEMBERS, BOTH FULL AND PROVISIONAL. THE FORM WILL NOT TRACK THE PARTICIPANTS, SO THERE IS NO LIMIT TO THE NUMBER OF TIMES A SINGLE MEMBER CAN PROPOSE A NOMINEE. THIS SUGGESTION PROCESS WILL BE OPEN FOR 30 DAYS. AFTER THE SURVEY IS CLOSED, THE AWARDS COMMITTEE WILL MEET TO DISCUSS THE OFFERINGS AND COME UP WITH THE FOUR NOMINEES IN EACH CATEGORY.

HOW WILL THE COMMITTEE CHOOSE THOSE FINAL FOUR?

THE AWARDS COMMITTEE WILL TAKE SEVERAL FACTORS INTO ACCOUNT WHEN FINALIZING THE LIST OF NOMINEES, INCLUDING BUT NOT LIMITED TO: NUMBER OF MENTIONS, RELEVANCY TO CATEGORY, CONTRIBUTION TO CATEGORY, PREVIOUS WINS/NOMINATIONS, LIKELIHOOD OF ACCEPTANCE, RELATIONSHIP TO GANYC, BENEFIT TO RECIPIENT, AND MORE.

HOW ARE WINNERS SELECTED?

VOTING WILL ALSO TAKE PLACE ONLINE, BEGINNING DECEMBER 1ST, 2017 UNTIL JANUARY 19TH, 2018. AS WITH NOMINATIONS, VOTING IS AVAILABLE TO ALL MEMBERS—FULL AND PROVISIONAL. THE DIFFERENCE WITH THIS VOTING PROCESS FROM NOMINATIONS IS THAT WE MUST BE ABLE TO ENSURE THAT EACH MEMBER ONLY RECEIVES ONE OPPORTUNITY TO VOTE, SO IT IS DONE THROUGH GOOGLE FORMS, AND A GOOGLE ID IS REQUIRED, TO PARTICIPATE.

WHAT IS A GOOGLE ID?

THIS IS AN INTERNET LOGIN THAT GRANTS YOU ACCESS TO A VARIETY OF GOOGLE RESOURCES, INCLUDING GMAIL, GOOGLE DRIVE, GOOGLE CALENDAR, GOOGLE PLUS, ETC.

WHAT IF I DON'T HAVE A GOOGLE ID?

THE AWARDS COMMITTEE WILL BE HAPPY TO HELP YOU SET UP A FREE GOOGLE ID, FOR THIS PURPOSE—IF YOU SO CHOOSE. SIMPLY EMAIL AWARDS@GANYC.ORG

WHY DON'T YOU OFFER ANOTHER METHOD OF VOTING?

THIS IS THE BEST WAY THAT WE KNOW HOW TO REACH THE LARGEST NUMBER OF OUR MEMBERS. WE BELIEVE THAT THE INTERNET IS A TOOL THAT ALL GUIDES SHOULD HAVE SOME FAMILIARITY WITH TODAY, PLUS WE ARE ALL VOLUNTEERS AND TO HAVE TO SEND OUT AND TABULATE PAPER BALLOTS IS AN INEFFICIENT USE OF THE ORGANIZATIONS TIME AND MONEY.

WHEN DO WE FIND OUT WHO WON?

THE 4TH ANNUAL GANYC APPLE AWARDS WILL BE HELD ON MONDAY, MARCH 12TH, 2018!

HOW CAN I ATTEND THE AWARDS?

THERE ARE A FEW WAYS THAT YOU MAY ATTEND THE GANYC APPLE AWARDS:

- 1. PURCHASE TICKETS.**
- 2. SPONSOR THE AWARDS.**
- 3. VOLUNTEER.**

HOW CAN I BUY TICKETS?

TICKETS MAY BE PURCHASED ONLINE OR AT GANYC MEETINGS BEGINNING NOVEMBER 20TH, 2017.

HOW MUCH ARE TICKETS?

THERE ARE A VARIETY OF TICKET LEVELS AND PRICES:

1. **EARLYBIRD TICKETS, SHOW ONLY, PURCHASED NOVEMBER 20TH, 2017 – JANUARY 12TH, 2018**
 - a. **GANYC MEMBERS (FULL AND PROVISIONAL): \$20**
 - b. **GANYC INDUSTRY PARTNERS: \$35**
 - c. **GENERAL ADMISSION: \$45**
2. **EARLYBIRD VIP, INCLUDES FOOD AND BEVERAGE RECEPTION**
 - a. **GANYC MEMBERS: \$45**
 - b. **GANYC INDUSTRY PARTNERS: \$60**
 - c. **GENERAL ADMISSION: \$70**
3. **TICKETS PURCHASED AFTER JANUARY 12TH, 2018**
 - a. **GANYC MEMBERS SHOW ONLY: \$25**
 - b. **GANYC MEMBERS VIP: \$50**
 - c. **GANYC INDUSTRY PARTNERS SHOW ONLY: \$40**
 - d. **GANYC INDUSTRY PARTNERS VIP: \$65**
 - e. **GENERAL ADMISSION SHOW ONLY: \$50**
 - f. **GENERAL ADMISSION VIP: \$75**

WHAT IS THIS FOOD AND BEVERAGE RECEPTION?

WE WILL HAVE SPONSORS PROVIDING FOOD AND BEVERAGE FOR A VIP RECEPTION TO TAKE PLACE BEFORE THE SHOW BEGINS. IT WILL BE OPEN TO NOMINEES, PRESENTERS, AND SPONSORS, AS WELL AS THOSE WHO WOULD LIKE TO UPGRADE THEIR TICKETS TO ATTEND THE RECEPTION.

WHY ISN'T THIS INCLUDED IN THE REGULAR TICKET PRICE?

WHILE THE FOOD AND DRINK IS SPONSORED, WE DO HAVE TO PAY FOR THE LICENSE TO SERVE ALCOHOL, AS WELL AS THE WAIT STAFF TO BE THERE. WE ALSO BELIEVE IT WILL HELP ADD VALUE TO THE EVENT, AND LIMIT THE NUMBER OF PEOPLE WHO ARE OCCUPYING THE SMALL SPACE WE HAVE FOR THE RECEPTION.

WHAT ARE THE DIFFERENT SPONSORSHIP OPTIONS?

WE HAVE CATEGORIES OF SPONSORSHIPS AVAILABLE:

1. **FOOD AND BEVERAGE**
2. **MEMBER**
3. **CORPORATE**

WHO CAN BE A FOOD AND BEVERAGE SPONSOR?

WE WELCOME ALL FOOD AND BEVERAGE SUPPLIERS TO REACH OUT TO Awards@GANYC.org IF YOU'RE INTERESTED IN PARTICIPATING. THIS IS A GREAT WAY TO REACH OUT TO MEMBERSHIP IF YOU'RE INTERESTED IN BECOMING AN INDUSTRY PARTNER.

WHAT ARE MEMBER SPONSORSHIPS?

THESE ARE AVAILABLE TO GANYC MEMBERS ONLY. THERE ARE SEVERAL LEVELS OF DISCOUNTED PACKAGES AVAILABLE FOR OUR MEMBERS TO BE ABLE TO PARTICIPATE IN THE AWARDS IN A MORE SUPPORTIVE MANNER. THERE IS INCLUSION IN OUR PRINTED AND ELECTRONIC MATERIALS, AS WELL AS OTHER BENEFITS TO BECOMING A SPONSOR, INCLUDING TICKETS TO THE AWARDS. PLEASE CONTACT Awards@GANYC.org IF YOU WOULD LIKE MORE INFORMATION.

WHAT ARE CORPORATE SPONSORSHIPS?

THESE LEVELS OF SPONSORSHIP ARE AVAILABLE TO ANY COMPANY OR NON-GANYC MEMBER WHO WOULD LIKE TO BE A PART OF THE AWARDS, AND HAVE THEIR LOGO DISPLAYED IN A VARIETY OF OUR PRINTED AND ELECTRONIC MATERIALS. THERE ARE ALSO OTHER BENEFITS TO BECOMING A SPONSOR, INCLUDING TICKETS TO THE AWARDS. PLEASE CONTACT Awards@GANYC.org IF YOU WOULD LIKE MORE INFORMATION.

WHO CAN VOLUNTEER?

GANYC MEMBERS AND THEIR PARTNERS, FRIENDS, FAMILY ARE INVITED TO HELP US OUT WITH THE AWARDS. IF YOU'RE INTERESTED IN VOLUNTEERING ON THE DAY OF THE AWARDS, PLEASE CONTACT Awards@GANYC.org TO BE GIVEN AN ASSIGNMENT, IF WE CAN USE YOUR HELP. WHILE YOU ARE INVITED TO ENJOY THE AWARDS, WE WILL NEED YOU TO DO YOUR ASSIGNED TASK, ARRIVE WHEN REQUESTED AND DRESS ACCORDINGLY. THE COMMITTEE AND BOARD RESERVE THE RIGHT TO ASK ANY VOLUNTEER TO LEAVE THE FOR ANY MISCONDUCT IN INAPPROPRIATE ATTIRE. SHOULD YOU BE ASKED TO LEAVE YOU MAY NOT BE ALLOWED TO ATTEND THE EVENTS IN THE FUTURE.

WHAT ARE THE PRINTED AND ELECTRONIC MATERIALS?

WE WILL BE PROMOTING THE AWARDS AND OUR PARTNERS THROUGH VARIOUS PRESS RELEASES, OUR WEBSITE AND SOCIAL MEDIA. AT THE AWARDS SHOW WE WILL ALSO HAVE POSTERS, BANNERS, ELECTRONIC DISPLAYS AND PROGRAMS.

ARE THERE PROGRAM ADS FOR SALE?

YES, WE WILL INCLUDE OUR SPONSORS, AS WELL AS ANYONE WHO WOULD LIKE TO PURCHASE AN AD DIRECTLY. THIS IS A GREAT OPPORTUNITY TO SUPPORT THE EVENT FOR THOSE WHO ARE UNABLE TO ATTEND. PLEASE CONTACT Awards@GANYC.org FOR MORE INFORMATION ABOUT ADS.

OK, I'M EXCITED TO ATTEND, WHAT SHOULD I WEAR?

THE DRESS CODE IS BLACK TIE ENCOURAGED. THIS IS A FORMAL AFFAIR, BUT WHAT MAKES OUR EVENT SPECIAL IS SEEING ALL THE STYLES THAT NEW YORKERS HAVE TO OFFER.

SO, BE YOU—JUST FANCY YOU!

HOW LONG IS THE SHOW?

WE USUALLY HAVE A RUNTIME OF ABOUT 2 HOURS.

WHO WILL BE HOSTING?

THE 4TH ANNUAL GANYC APPLE AWARDS WILL BE HOSTED BY THE SUPREMELY TALENTED, BRIAN STOKES MITCHELL

WHO WILL BE PRESENTING?

PRESENTERS WILL BE ANNOUNCED AS SOON AS THEY'RE ALL CONFIRMED. WE STRIVE TO HAVE A VARIETY OF PROMINENT NEW YORKERS PRESENT THE AWARDS, WHICH INCLUDES PREVIOUS WINNERS, FRIENDS OF GANYC, AND SOME GANYC MEMBERS.

WILL THERE BE PRESS?

WE HOPE SO! IF YOU KNOW OF ANY WHO WOULD LIKE TO ATTEND WE WOULD BE DELIGHTED TO GIVE THEM A TICKET! PLEASE CONTACT Publicrelations@GANYC.org WITH ALL PRESS INQUIRIES

HOW ARE PRESENTERS SELECTED?

THE AWARDS COMMITTEE IS IN CHARGE OF SELECTING THE PRESENTERS, HOSTS, AND SPECIAL HONOREES.

WHO IS THIS AWARDS COMMITTEE?

THE CHAIR OF THE COMMITTEE IS ADRIENNE COOPER, THE MEMBERS OF HER COMMITTEE INCLUDE: MATT BAKER (CO-CHAIR), LEE GELBER, BOB GELBER, SUSAN BIRNBAUM, SUSAN SOLER, RILEY KELLOGG, KRISTIN SINGLETON-FERRARI, AMADA ANDERSON, AKOSUA ALBRITTON, & ROBIN GARR

CAN I JOIN?

ANY MEMBER OF GANYC MAY INQUIRE ABOUT JOINING OUR COMMITTEE BY CONTACTING Awards@GANYC.org THIS COMMITTEE DOES REQUIRE A LOT OF WORK, SO PLEASE DO NOT INQUIRE ABOUT JOINING IF YOU DON'T BELIEVE YOU CAN SPARE THE TIME.

WHAT HAPPENS AFTER THE AWARDS?

WE WILL ENJOY OUR AFTER PARTY TOGETHER AT THE NEARBY JAKE'S SALOON, AND WITHIN A WEEK OR SO WE'LL HAVE A DEBRIEF MEETING. THEN, AFTER A COUPLE OF MONTHS OFF, WE'LL BEGIN THE PROCESS ALL OVER AGAIN!